



**Dawleys**



**Loyalty and Rewards  
Scheme Management**

# Loyalty and Rewards Sch

An end-to-end bespoke solution, to drive loyalty and rewards, saving you time and money



## DATABASE

- Database build and hosting
- Data maintenance
- Data hygiene
- Database segmentation
- Website build
- Website/database integration
- ISO27001 Information Security Management

## HELPDESK

- Contact centre
- Phone helpline
- Email response handling
- Customer services
- Website – customer portal
- Registration processing
- Payment processing

## COMMUN

- Loyalty statistics
- Newsletters
- Promotions
- Targeted email communications
- Member-generated programme management
- GDPR preference management
- Loyalty card design and distribution
- Email broadcasts
- Mailings



Star Rewards

Dawleys have supported Texaco's loyalty programme for over 15 years and I am constantly impressed with their levels of professionalism, attention to detail and customer care.

STUART MCBRIDE, MARKETING BRAND MANAGER

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## REWARDS

- eVouchers
- Physical vouchers
- Promotional items
- Stock management
- Secure storage
- Pick, pack and despatch
- Voucher reconciliation

## ANALYSIS

- Customer engagement
- Customer retention
- Lifetime value
- Loyalty triggers
- Access to data 24/7
- Real time online reporting
- Proactive account management team

Dawleys have exceeded our expectations and embrace our business goals, the way the project was run from the start was excellent. The new database they have produced is brilliant.... .

DAVE PARRY, ROYAL MAIL



Royal Mail

# Loyalty and Rewards Scheme Management

## MONEY SAVING

No need for you to invest in state of the art technology and specialist staff.

## LATEST TECHNOLOGY

Flexible IT services, that provide bespoke solutions to meet your requirements.

## EFFICIENCY

Quick implementation using our tried and trusted systems and processing. Direct access to our proactive account management support team.

## EXPERIENCE

Over 18 years experience working with national loyalty and reward programmes, delivering customer growth and retention.

To discuss your requirements contact:

01989 768562  
[www.dawleys.com](http://www.dawleys.com)



Dawleys Ltd  
Dawley House  
Ashburton Industrial Estate  
Ross-on-Wye  
HR9 7BW

Email: [information@dawleys.com](mailto:information@dawleys.com)